

## **Russell Wilson and Ciara Team Up with Performance Kitchen to Kick Off Charitable Food Drive Initiative Helping People in Need Through the Why Not You Foundation**

Nutritious frozen food brand pledges to match meals donated online and in-stores

**SEATTLE** (April 2, 2020) – Performance Kitchen, a forward-thinking brand dedicated to changing lives through nutritious food, announced today a new multi-faceted charitable partnership with brand ambassadors Russell Wilson and Ciara to help Seattle communities in need. To kick off the initiative, Performance Kitchen is donating 1200 meals on behalf of the couple and the Why Not You Foundation to the Friends of the Children Seattle, a mentoring program for vulnerable children, and Food Lifeline, a Seattle foodbank.

Starting today, the brand's Performance Kitchen Crafted stores (formerly known as Eat Local) will conduct a meal donation drive in-store and online, allowing customers to purchase a nutritious meal to donate to people in need who have faced significant challenges amid the COVID-19 crisis. Performance Kitchen will match each meal to help double the impact of the giving efforts and Russell and Ciara will select a local Seattle charity on a monthly basis to receive the donated meals.

“We’ve worked with Russell for years as a brand ambassador and have always been deeply impressed by his passion for supporting our youth, with a unique understanding that healthy eating is what fuels everything we do,” said Performance Kitchen’s Chief Executive Officer, Christine Day. “During this unprecedented time in our country with extra stress and uncertainty, we feel honored to partner with Russell and Ciara on this important initiative. Together we aim to make nutritious and delicious food accessible to those who need it most, building a healthier community.”

As a brand ambassador, Russell had previously collaborated with Performance Kitchen on a signature line of performance and kid friendly meals. Performance Kitchen will continue to donate three percent of all sales from the signature line to the Why Not You Foundation, which Russell and Ciara created to assist in funding programs that help youth develop into inspiring leaders.

Russell Wilson commented, “During this unprecedented situation, we felt the need to rise to the challenge of taking care of those that are at risk during this crisis. Performance Kitchen has been an amazing partner and with their matching program, we’ll be able to have a larger and ongoing impact while directly helping our neighbors who are most in need. We hope our communities will join us in this initiative.”

To make a donation online or to find a Performance Kitchen Crafted store (formerly Eat Local) to donate in-person, please visit: [performancekitchen.com](http://performancekitchen.com).

### **About Performance Kitchen**

Performance Kitchen, formerly Luvo, is creating the next generation of frozen food, focusing on great taste, convenience and nutrition through its wide variety of Performance Kitchen and Performance Kitchen Crafted meals. Originally founded in 2011 with a mission to make it easy for people to eat nutritious meals that taste amazing every day, Performance Kitchen works alongside a team of chefs and registered dietitians to develop a variety of frozen ready-made entrees with real, wholesome ingredients inspired by the Mediterranean diet. Performance Kitchen meals, including vegan, vegetarian and gluten free bowls are available in grocers nationwide in the U.S. and Canada, and on select Delta Air Lines flights.

Performance Kitchen Crafted small batched prepared meals are sold at Performance Kitchen Crafted retail stores (formerly known as Eat Local) in Seattle and regional grocers, as well as online. Performance Kitchen has partnered with athletes such as Russell Wilson, Derek Jeter, and Natalie Coughlin who have personal connections to the brand mission of improving lives through better nutrition. [www.performancekitchen.com](http://www.performancekitchen.com)

#### **About the Why Not You Foundation**

The Why Not You Foundation was created to support Russell Wilson and his wife Ciara's desire to empower change in the world, one individual and one child at a time. The Foundation strives to inspire kids to approach life with a "why not you" attitude by encouraging them to embrace opportunities, overcome obstacles and make a positive impact within themselves, their family, their community and the world. The Why Not You Foundation supports programs and partner organizations that specifically focus on poverty, education, health and wellness, and empowering girls and young women. [www.whynotyoudn.org](http://www.whynotyoudn.org)

#### **About Friends of the Children**

Friends of the Children is a national nonprofit with the mission of impacting generational change by empowering youth who are facing the greatest obstacles through relationships with professional mentors – 12+ years, no matter what. Our successful model is now in 22 locations around the country and in Cornwall U.K. Our work has been featured in The New York Times, Stanford Social Innovation Review and CBS News. Visit [friendsofthechildren.org](http://friendsofthechildren.org) to learn more.

#### **About Food Lifeline**

Every year, nearly 40% of the food produced in our country ends up in landfills while millions of people go hungry. Food Lifeline has a solution. We source millions of pounds of nutritious food from farmers, manufacturers, grocery stores, restaurants, and retailers that would otherwise go to waste. 17,916 volunteers visit our Hunger Solution Center annually to help sort and repack this nourishing food. Food Lifeline then distributes it to more than 300 food banks, shelters, and meal programs throughout Western Washington, providing the equivalent of 134,000 meals every day for hungry children, adults, and seniors.

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